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## Cases on the Diffusion and Adoption of Sustainable Development Practices

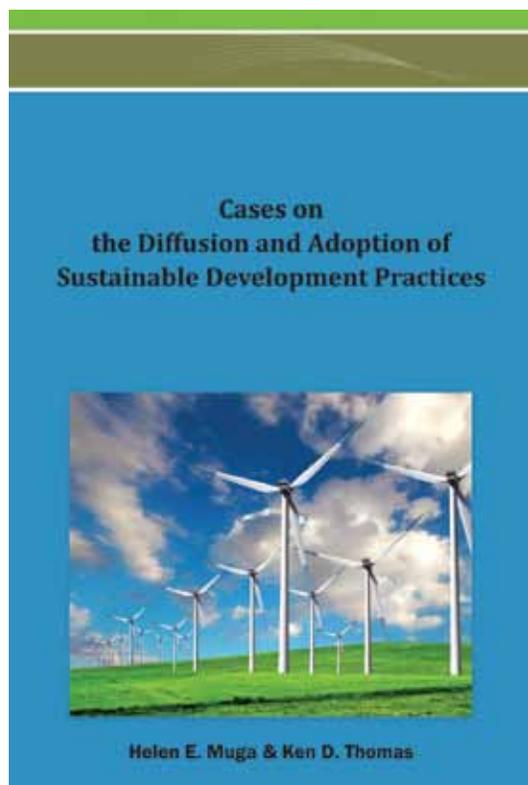
Helen E. Muga (University of Mount Union, USA)  
and Ken D. Thomas (Auburn University, USA)

Organizations and businesses are applying sustainable development concepts in their management strategies in order to improve and rethink products, processes, services, and policies which will have significant potential to reduce carbon dioxide emissions, excess consumption, and improve the quality of lives.

**Cases on the Diffusion and Adoption of Sustainable Development Practices** is a collection of case studies on the concepts and theories of successful sustainable practices. It also identifies key mechanisms and strategies that have allowed the successful diffusion of these practices into communities, regions and nations around the world. This reference source is essential for professionals, researchers, educators and leaders in pursuit of innovative solutions in sustainable development.

### Topics Covered:

- Alternative Energy
- Climate Change
- Cultural Barriers
- Diffusion and Adoption Theory
- Environmental Issues
- Sustainable Practices



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**Market:** This premier publication is essential for all academic and research library reference collections. It is a crucial tool for academicians, researchers, and practitioners and is ideal for classroom use.

**Helen Muga, Ph.D.:** Helen Muga is an Assistant Professor in civil engineering at the University of Mount Union, Alliance, Ohio. She worked as a postdoctoral researcher in the Civil & Environmental Engineering department at the University of South Florida, Tampa, Florida. She received a Ph.D. in Environmental Engineering from Michigan Technological University, Michigan, USA, a Masters degree in Environmental Engineering from Michigan Technological University, Michigan, USA, a Masters degree in Chemical Engineering from Curtin University of Technology, Australia, and a Bachelors degree in Chemistry from the University of Papua New Guinea. Her research interests include water and wastewater engineering, sustainability, life cycle engineering, green engineering, diffusion and adoption of green technology, and international development work.



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